



関西学院大学リポジトリ

Kwansei Gakuin University Repository

Luxury in Texts

URL	http://hdl.handle.net/10236/00028231
-----	---

Abstract

Luxury in Texts

by

Yukie Kondo

The aim of this study is to explore the concept of luxury and how it is expressed in texts. This study applied approaches in corpus linguistics to explore an abstract concept and endeavored to answer the questions widely discussed in other fields of marketing and business.

First, this study aims to generate meaningful insights into the concept of luxury, what people are pursuing by adding luxury to their life, and the implications that accessing luxury has for their self-actualization. To achieve this objective, a corpus-based research approach was employed to investigate the collocative nature of the target abstract noun, *luxury*. First, the nouns that are frequently modified by *luxury* were identified and categorized into four groups: *ACCOMMODATION*, *VEHICLE*, *PRODUCT*, and *OTHERS*. From this, it can be inferred that places or items that people incorporate into their lives or selves by staying in or wearing (or carrying) can bring them luxury in comparison to momentary consumable items. Second, the nouns that are frequently combined with *luxury* using a coordinating conjunction were identified and categorized into four groups: *COMFORT*, *ELEGANCE*, *STYLE*, and *OPULENCE*. Combined with the former discussion of incorporating people with special places or items as a way of obtaining luxury, it is inferred that these are the qualities people expect to have in order to improve their environment as well as themselves.

The second research objective was concerned with how the concept of luxury is expressed in texts. The genre analysis framework (Bhatia, 1993; Swales, 1990) was applied using the corpora of hotel overviews compiled for this study on the assumption that the language contained within them comprises expressions of luxury. The author compiled three corpora of hotel overviews: *London AA*, *Japan Forbes ENG*, and *World Luxury*. First, moves and steps were developed to reveal the discourse structure and linguistic characteristics. Corpus-based analyses, such as evaluation of keywords and n-grams, co-occurrence network analysis, and correspondence analysis were conducted in combination with sentence-by-sentence qualitative analysis. As a result, three luxury strategies used in written discourse were identified: 1. creating abstractness while reinforcing identity, 2. evoking exclusivity, and 3. evoking a dream. Finally, through the analysis of three case studies, practical approaches to execute these strategies were summarized and demonstrated.

While existing studies have employed the genre analysis framework to investigate the discourse structures and rhetorical strategies that are utilized within advertisements and promotions, these studies have predominantly focused on identifying methods of increasing the effectiveness of promotions or, more specifically, enhancing writing skills. This study represents the first of its kind on the basis that it seeks to apply corpus linguistics approaches and the genre analysis framework to examine the representation of an abstract concept “luxury” in texts. This study proposes interdisciplinary approaches using corpora as resources to solve questions beyond the borders of the research areas, attempting to get to the heart of human language in action by revealing how an abstract concept, which is intangible yet established through the way in which humans use it in a form of language, is shared and expressed.